

## EPS Expo 2025 – Privacy Policy

### 1. What We Collect

- **Personal Data:** Name, company, designation, email, phone, address, country, region.
- **Event Data:** Registration info, badge scans, session attendance, matchmaking preferences.
- **Online Usage:** Cookies, device/browser info, IP address, pages visited, time spent.

### 2. How We Use Your Data

- **Event Management:** Process registration, provide updates, manage sessions, match B2B meetings.
- **Marketing & Communications:** Notify about event programs, post-event summaries, future events.
- **Brand Exposure:** Provide your information to sponsors/exhibitors solely for event-related purposes (with consent).
- **Security & Analytics:** Enhance event experience, ensure fraud prevention, and measure engagement.

### 3. Data Sharing & Disclosure

- Shared only with:
  - Event team and venue staff.
  - Approved sponsors, exhibitors, and partners (with your consent).
  - Legal authorities when required by law.
- **We do NOT sell your personal information.**

### 4. Cookies & Tracking

- We use cookies and similar technologies to:
  - Personalise your experience.
  - Analyze traffic and engagement patterns.
  - Facilitate matchmaking, logins, and preferences.
- You may disable cookies via your browser, although this may affect site functionality.

## **5. Your Rights & Consent**

- Consent is provided when you register or update your info on our site.
- You may:
  - Access, update, correct, or request deletion of your data.
  - Withdraw consent at any time (excluding data used for legal compliance or historical records).
  - Opt out of marketing communications.

## **6. Data Security**

- We implement industry-standard measures—encryption, access controls, regular audits—to protect your data.
- While we strive for full security, no system is entirely infallible. Any data breach will be addressed per applicable laws.

## **7. Retention Period**

- We retain personal data for:
  - The duration of event planning and execution.
  - Up to 2 years post-event for marketing, legal compliance, and analytics.

## **8. Third-Party Links**

- Our site may link to external sites (e.g., travel, sponsors). Each has its own privacy policy—we recommend reviewing those separately.

## **9. Policy Updates**

- This policy may be updated occasionally.